

ORDER



Orders
Order / Rev: 718289
Alt Order #: 06352020
Product Desc: MCCRORY FOR GOVERNOR
Estimate: C01C07
Flight Dates: 10/01/12 - 10/07/12
Original Date / Rev: 09/27/12 / 10/01/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: McCrory for NC Governor
Demographic: A35+
Product Codes: PL-Governor
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	123	\$37,460.00	\$31,841.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	123	\$37,460.00	\$31,841.00	0.00
Totals	123	\$37,460.00	\$31,841.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/01/12	10/01/12	M-F 10-11a 10-11a	CM	10-11a	M-----	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----			1		\$50.00	0.00					
E 2	WFMY	10/01/12	10/01/12	DT Daytime	CM	10a-5p	M-----	:30	3	\$60.00	P-4	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----			3		\$60.00	0.00					
E 3	WFMY	10/02/12	10/02/12	DT Daytime	CM	10a-5p	-T-----	:30	3	\$60.00	P-4	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	-T-----			3		\$60.00	0.00					
E 4	WFMY	10/03/12	10/03/12	DT Daytime	CM	10a-5p	--W----	:30	3	\$60.00	P-4	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	--W----			3		\$60.00	0.00					
E 5	WFMY	10/04/12	10/04/12	DT Daytime	CM	10a-5p	---T---	:30	3	\$60.00	P-4	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	---T---			3		\$60.00	0.00					
E 6	WFMY	10/01/12	10/01/12	News2 at Noon News2 at Noon	CM	12-1230p	M-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	M-----			1		\$130.00	0.00					

Order / Rev: 718289
 Alt Order #: 06352020
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: C01C07
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WFMY	10/02/12	10/02/12	News2 at Noon News2 at Noon	CM	12-1230p	-T-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$130.00		0.00			
E 8	WFMY	10/03/12	10/03/12	News2 at Noon News2 at Noon	CM	12-1230p	--W----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$130.00		0.00			
E 9	WFMY	10/04/12	10/04/12	News2 at Noon News2 at Noon	CM	12-1230p	---T---	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$130.00		0.00			
E 10	WFMY	10/01/12	10/01/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$95.00		0.00			
E 11	WFMY	10/02/12	10/02/12	M-F 3-4p Let's Make a Deal	CM	3-4p	-T-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$95.00		0.00			
E 12	WFMY	10/03/12	10/03/12	M-F 3-4p Let's Make a Deal	CM	3-4p	--W----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$95.00		0.00			
E 13	WFMY	10/04/12	10/04/12	M-F 3-4p Let's Make a Deal	CM	3-4p	---T---	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$95.00		0.00			
E 14	WFMY	10/02/12	10/02/12	M-F 4-5p Ellen Degeneres	CM	4-5p	-T-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$100.00		0.00			
E 15	WFMY	10/03/12	10/03/12	M-F 4-5p Ellen Degeneres	CM	4-5p	--W----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$100.00		0.00			
E 16	WFMY	10/04/12	10/04/12	M-F 4-5p Ellen Degeneres	CM	4-5p	---T---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$100.00		0.00			
E 17	WFMY	10/05/12	10/05/12	M-F 4-5p Ellen Degeneres	CM	4-5p	----F--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$100.00		0.00			
E 18	WFMY	10/01/12	10/01/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	M-----	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$230.00		0.00			
E 19	WFMY	10/02/12	10/02/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	-T-----	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$230.00		0.00			
E 20	WFMY	10/03/12	10/03/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	--W----	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$230.00		0.00			
E 21	WFMY	10/04/12	10/04/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	---T---	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 718289
Alt Order #: 06352020
Flight Dates: 10/01/12 - 10/07/12

Advertiser: McCrory for NC Governor
Product Desc: MCCRORY FOR GOVERNOR
Estimate: C01C07
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WFMY	10/04/12	10/04/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	---T---	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$230.00		0.00				
E 22	WFMY	10/01/12	10/01/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$55.00		0.00				
E 23	WFMY	10/02/12	10/02/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	-T-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$55.00		0.00				
E 24	WFMY	10/03/12	10/03/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	--W----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$55.00		0.00				
E 25	WFMY	10/04/12	10/04/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	---T---	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$55.00		0.00				
E 26	WFMY	10/02/12	10/02/12	M-F 6-8a Good Morning Show	CM	6-8a	-T-----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$80.00		0.00				
E 27	WFMY	10/03/12	10/03/12	M-F 6-8a Good Morning Show	CM	6-8a	--W----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$80.00		0.00				
E 28	WFMY	10/04/12	10/04/12	M-F 6-8a Good Morning Show	CM	6-8a	---T---	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$80.00		0.00				
E 29	WFMY	10/05/12	10/05/12	M-F 6-8a Good Morning Show	CM	6-8a	----F--	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$80.00		0.00				
E 30	WFMY	10/01/12	10/01/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$60.00		0.00				
E 31	WFMY	10/02/12	10/02/12	CBS This Morning CBS This Morning	CM	8-10a	-T-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$60.00		0.00				
E 32	WFMY	10/03/12	10/03/12	CBS This Morning CBS This Morning	CM	8-10a	--W----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$60.00		0.00				
E 33	WFMY	10/04/12	10/04/12	CBS This Morning CBS This Morning	CM	8-10a	---T---	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$60.00		0.00				
E 34	WFMY	10/05/12	10/05/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$60.00		0.00				
E 35	WFMY	10/06/12	10/06/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 718289
Alt Order #: 06352020
Flight Dates: 10/01/12 - 10/07/12

Advertiser: McCrory for NC Governor
Product Desc: MCCRORY FOR GOVERNOR
Estimate: C01C07
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	WFMY	10/06/12	10/06/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$70.00		0.00			
E 36	WFMY	10/07/12	10/07/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$70.00		0.00			
E 37	WFMY	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$200.00		0.00			
E 38	WFMY	10/02/12	10/02/12	News 2 at 5 News 2 at 5	CM	5-530p	-T-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1				\$225.00		0.00			
E 39	WFMY	10/03/12	10/03/12	News 2 at 5 News 2 at 5	CM	5-530p	--W----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$225.00		0.00			
E 40	WFMY	10/04/12	10/04/12	News 2 at 5 News 2 at 5	CM	5-530p	---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$225.00		0.00			
E 41	WFMY	10/05/12	10/05/12	News 2 at 5 News 2 at 5	CM	5-530p	----F--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$225.00		0.00			
E 42	WFMY	10/01/12	10/01/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$350.00		0.00			
E 43	WFMY	10/02/12	10/02/12	News 2 at 6 News 2 at 6	CM	6-630p	-T-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1				\$350.00		0.00			
E 44	WFMY	10/04/12	10/04/12	News 2 at 6 News 2 at 6	CM	6-630p	---T---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$350.00		0.00			
E 45	WFMY	10/05/12	10/05/12	News 2 at 6 News 2 at 6	CM	6-630p	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$350.00		0.00			
E 46	WFMY	10/02/12	10/02/12	Letterman David Letterman	CM	1135p-1235a	-T-----	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1				\$70.00		0.00			
E 47	WFMY	10/03/12	10/03/12	Letterman David Letterman	CM	1135p-1235a	--W----	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$70.00		0.00			
E 48	WFMY	10/04/12	10/04/12	Letterman David Letterman	CM	1135p-1235a	---T---	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$70.00		0.00			
E 49	WFMY	10/05/12	10/05/12	Letterman David Letterman	CM	1135p-1235a	----F--	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 718289
 Alt Order #: 06352020
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: C01C07

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 49	WFMY	10/05/12	10/05/12	Letterman David Letterman	CM	1135p-1235a	----F--	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$70.00		0.00				
E 50	WFMY	10/06/12	10/06/12	Panthers Huddle Panthers Huddle	CM	1135p-1205a	-----S-	:30	1	\$30.00	P-4	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$30.00		0.00				
E 51	WFMY	10/01/12	10/01/12	News 2 at 11 News 2 at 11	CM	11-1135p	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$350.00		0.00				
E 52	WFMY	10/02/12	10/02/12	News 2 at 11 News 2 at 11	CM	11-1135p	-T-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$350.00		0.00				
E 53	WFMY	10/03/12	10/03/12	News 2 at 11 News 2 at 11	CM	11-1135p	--W----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$350.00		0.00				
E 54	WFMY	10/05/12	10/05/12	News 2 at 11 News 2 at 11	CM	11-1135p	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$350.00		0.00				
E 55	WFMY	10/06/12	10/06/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$350.00		0.00				
E 56	WFMY	10/07/12	10/07/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$350.00		0.00				
E 57	WFMY	10/01/12	10/01/12	M-F 7-730p Wheel of Fortune	CM	7-730p	M-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$550.00		0.00				
E 59	WFMY	10/01/12	10/01/12	Mon Prime C Hawaii Five-0	CM	10-11p	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$850.00		0.00				
E 60	WFMY	10/02/12	10/02/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$2,000.00		0.00				
E 61	WFMY	10/02/12	10/02/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$1,200.00		0.00				
E 62	WFMY	10/02/12	10/02/12	Tue Prime C Vegas	CM	10-11p	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$800.00		0.00				
E 64	WFMY	10/03/12	10/03/12	Wed Prime A Survivor: Philippine	CM	8-9p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$900.00		0.00				
E 66	WFMY	10/04/12	10/04/12	Thu Prime A Big Bang Theory/Two	CM	8-9p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 718289
 Alt Order #: 06352020
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: C01C07

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 66	WFMY	10/04/12	10/04/12	Thu Prime A Big Bang Theory/Two	CM	8-9p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$2,000.00		0.00				
E 67	WFMY	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	9-10p	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$1,200.00		0.00				
E 68	WFMY	10/04/12	10/04/12	Thu Prime C Elementary	CM	10-11p	---T---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$1,100.00		0.00				
E 69	WFMY	10/05/12	10/05/12	Fri Prime A CSI: NY	CM	8-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$800.00		0.00				
E 70	WFMY	10/05/12	10/05/12	Fri Prime B Made in Jersey	CM	9-10p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$800.00		0.00				
E 71	WFMY	10/05/12	10/05/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	----F--			1		\$800.00		0.00				
E 72	WFMY	10/07/12	10/07/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$1,000.00		0.00				
E 73	WFMY	10/07/12	10/07/12	Sun Prime B Amazing Race	CM	8-9p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$1,200.00		0.00				
E 74	WFMY	10/07/12	10/07/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$1,200.00		0.00				
E 75	WFMY	10/02/12	10/02/12	M-F 10-11a 10-11a	CM	10-11a	-T-----	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$50.00		0.00				
E 76	WFMY	10/03/12	10/03/12	M-F 10-11a 10-11a	CM	10-11a	--W----	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$50.00		0.00				
E 77	WFMY	10/04/12	10/04/12	M-F 10-11a 10-11a	CM	10-11a	---T---	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$50.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WFMY	10/04/12-10/04/12	M-F 10-11a	10-11a	(10:00 AM-10:29 ---Th-----	:30		\$50.00		0.00	NM		
E 78	WFMY	10/01/12	10/01/12	DT Daytime	CM	10a-5p	M-----	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$60.00		0.00				
E 79	WFMY	10/02/12	10/02/12	DT Daytime	CM	10a-5p	-T-----	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----			1		\$60.00		0.00				
E			10/03/12		CM				1		P-4	0.00	NM	1	\$60.00

Order / Rev: 718289
Alt Order #: 06352020
Flight Dates: 10/01/12 - 10/07/12

Advertiser: McCrory for NC Governor
Product Desc: MCCRORY FOR GOVERNOR
Estimate: C01C07
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
80	WFMY	10/03/12		DT Daytime		10a-5p	--W----	:30		\$60.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$60.00		0.00			
E 81	WFMY	10/04/12	10/04/12	DT Daytime	CM	10a-5p	---T---	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$60.00		0.00			
E 82	WFMY	10/01/12	10/01/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	M-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$275.00		0.00			
E 83	WFMY	10/02/12	10/02/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	-T-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1				\$275.00		0.00			
E 84	WFMY	10/03/12	10/03/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	--W----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$275.00		0.00			
E 85	WFMY	10/04/12	10/04/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	---T---	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$275.00		0.00			
E 86	WFMY	10/05/12	10/05/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	----F--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$275.00		0.00			
E 87	WFMY	10/07/12	10/07/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$750.00		0.00			
E 88	WFMY	10/01/12	10/01/12	M-F 6-8a Good Morning Show	CM	6-8a	M-----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$80.00		0.00			
E 89	WFMY	10/02/12	10/02/12	M-F 6-8a Good Morning Show	CM	6-8a	-T-----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1				\$80.00		0.00			
E 90	WFMY	10/03/12	10/03/12	M-F 6-8a Good Morning Show	CM	6-8a	--W----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$80.00		0.00			
E 91	WFMY	10/04/12	10/04/12	M-F 6-8a Good Morning Show	CM	6-8a	---T---	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$80.00		0.00			
E 92	WFMY	10/05/12	10/05/12	M-F 6-8a Good Morning Show	CM	6-8a	----F--	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$80.00		0.00			
E 93	WFMY	10/06/12	10/06/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$70.00		0.00			
E 94	WFMY	10/02/12	10/02/12	M-F 7-730p Wheel of Fortune	CM	7-730p	-T-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 718289
 Alt Order #: 06352020
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: C01C07

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 94	WFMY	10/02/12	10/02/12	M-F 7-730p Wheel of Fortune	CM	7-730p	-T-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$550.00		0.00			
E 95	WFMY	10/04/12	10/04/12	M-F 7-730p Wheel of Fortune	CM	7-730p	---T---	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$550.00		0.00			
E 96	WFMY	10/01/12	10/01/12	Mon Prime A Met Mother/Partners	CM	8-9p	M-----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,350.00		0.00			
E 97	WFMY	10/01/12	10/01/12	Mon Prime B 2 Broke Girls/Mike &	CM	9-10p	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,200.00		0.00			
E 99	WFMY	10/06/12	10/06/12	Sat Prime A Crimetime Saturday	CM	8-9p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$300.00		0.00			
E100	WFMY	10/06/12	10/06/12	Sat Prime B Crimetime Saturday	CM	9-10p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$350.00		0.00			
E101	WFMY	10/06/12	10/06/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$475.00		0.00			
E102	WFMY	10/07/12	10/07/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$900.00		0.00			
E105	WFMY	10/06/12	10/06/12	PA (Sa) Sat 7-8p	CM	7-8p	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$100.00		0.00			
N106	WFMY	10/02/12	10/05/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	-TWTF--	:30	4	\$80.00	P-4	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$80.00		0.00			
N107	WFMY	10/02/12	10/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	-TWTF--	:30	3	\$50.00	P-4	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					3	\$50.00		0.00			
N108	WFMY	10/02/12	10/05/12	News 2 at 11 News 2 at 11	CM	11-1135p	-TWTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					3	\$350.00		0.00			
N109	WFMY	10/02/12	10/05/12	M-F 4-5p Ellen Degeneres	CM	4-5p	-TWTF--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					1	\$100.00		0.00			
N110	WFMY	10/06/12	10/06/12	Sat 7pm News/CF Blitz News/CF Blitz	CM	Sa 7-8p	-----S-	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$150.00		0.00			
N111	WFMY	10/07/12	10/07/12	NFL Football NFL Football 1-7p	CM	Sun 1-7p	-----S	:30	3	\$500.00	P-4	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 718289
 Alt Order #: 06352020
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: C01C07

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N11	WFMY	10/07/12	10/07/12	NFL Football	CM	Sun 1-7p	-----S	:30	3	\$500.00	P-4	0.00	NM	3	\$1,500.00
				NFL Football 1-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		3				\$500.00		0.00			
													Totals	123	\$37,460.00